

POST-SHOW REPORT

10-12.08.2022
Almaty, Kazakhstan
г. Алматы, Казахстан



ABOUT THE EXHIBITION

Central Asia Fashion is the only professional B2B fashion exhibition in Central Asia. A significant event for international fashion manufacturers and buyers. Central Asia Fashion provides conditions for the development of your business and gives you the opportunity to become a market leader

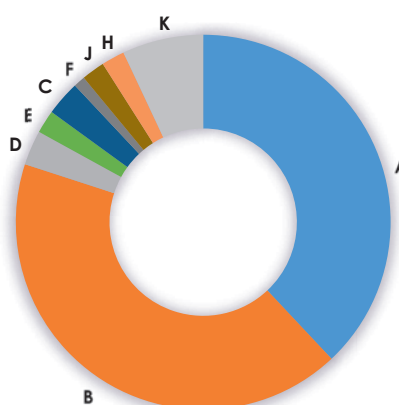


Main exhibition sections

- 80% Women's clothing
- 22% Menswear
- 7% Children's clothing
- 10% Sportswear
- 6% Scarves
- 5% Underwear & Swimwear
- 5% Hosiery
- 8% Denim clothing
- 32% Outerwear, leather, furs
- 9% Hats
- 12% Knitwear
- 15% Accessories & bags
- 37% Dresses
- 11% Plus size clothing
- 4% Shoes



Only fashion industry professionals are invited for visit

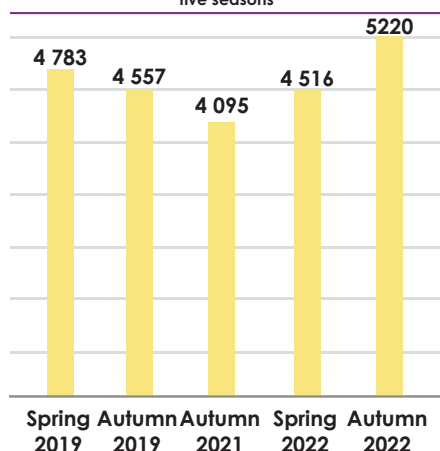


9 participating countries

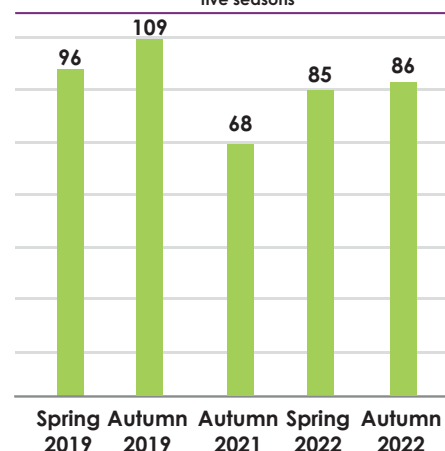
A	38%	Russia
B	42%	Turkey
C	3%	Kazakhstan
D	3%	Moldova
E	2%	Byelorussia
F	1%	Italy
J	2%	Poland
H	2%	China
K	7%	Tajikistan

86 participants from 9 countries

Dynamics of attendance
five seasons



Dynamics of exhibitor participation
five seasons



5220 visitors

In the Autumn-2021 season, the exhibition is visited by buyers from 6 and 49 cities of Kazakhstan



- Kazakhstan
- Russia
- Uzbekistan
- Tajikistan
- Kyrgyzstan
- Turkey

More information about the exhibition is available on the website www.fashionexpo.kz

Organizer/Организатор
caTexpo

Fashion Shows

Within the framework of the exhibition, a special Show area has been organized to showcase the fashion collections of the exhibition participants. 40 collections of fashion brands were presented in the fall season.



Advertising campaign

- Advertising of the exhibition on more than 400 portals and websites
- Advertising banners of the exhibition in 23 countries of the world
- Placing and promoting information in social networks about the exhibition on the official websites and social networks of information partners
- PR, audio and video advertising
- Outdoor advertising
- Newsletter of the announcement of the participation of the exhibitor
- Cooperation with regional and international agencies to attract the target audience of the exhibition
- The target audience of the official website
www.fashionexpo.kz is 16 000 users per month
- Call-center work on the invitation of buyers from Central Asia
- Announcement of the event in specialized publications

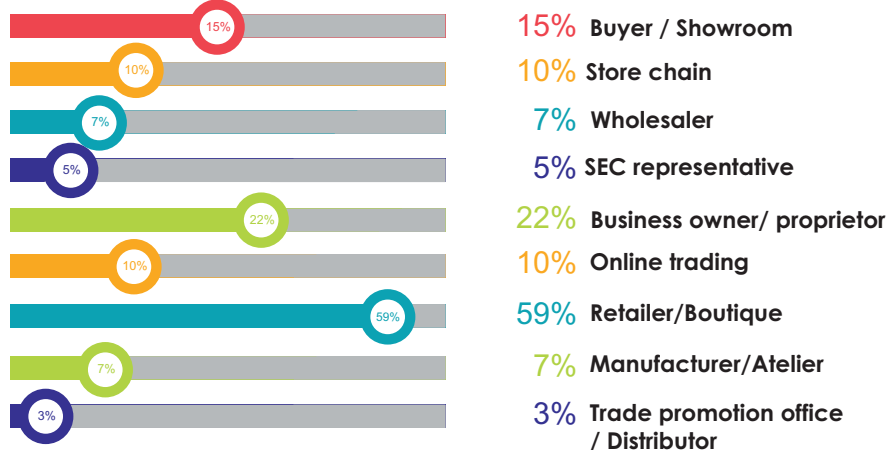
Social networks

- t.me/centralasiafashion
- vk.com/fashionexpo
- instagram.com/centralasiafashion
- youtube.com/centralasiafashion
- facebook.com/fashionexpo.kz

Sholom Aleikhem str, 5, office 1, Almaty,
Kazakhstan, 050040
Tel: +7 727 352 70 74/75,
+7 727 339 06 90/
info@catexpo.kz/www.fashionexpo.kz

Portrait of an exhibition visitor

By the type of commercial activity



Buyer program

Exhibition company CATEXPO has organized a unique program to support and attract buyers. The program provided an opportunity:

- Accommodation in a hotel (4 *) at the expense of the organizer
- Reimbursement of transportation costs
- Free attendance at the business conference and fashion shows

In the Spring-2022 season, 1134 regional buyers became participants of the buyer's program



Business-conference



2022 Business Conference, 15 thematic sessions were held, including 4 seminars, 4 sessions on retail analytics, 4 educational trainings, 2 panel discussions, a business case and an autograph signing session with the author of the book with the author of the book.

The business conference was attended by 13 authoritative speakers from Kazakhstan and neighbouring countries. The conference programme was held in two locations: in the business hall and in the open show area.

Consultation centre and autograph signing session

In general, new and additional venues were organised as part of the business programme so that visitors could communicate live with experts and obtain information useful for business development.

Thus, once again, a specially equipped free consultation centre worked, where top retail practitioners gave recommendations on system management, merchandising, range management, planning, sales, recruitment and training of personnel, finance and accounting, tax accounting and auditing. In addition, there was a special programme of autograph signing sessions with the author of the book "Fashion Retail. 100 Secret Questions About Management" - Iuliia Veshniakova.

"Stylist for an Hour" and Job Fair

The anniversary season launched a special service of professional purchase support for visitors - "Stylist for an Hour".

CAF Job Fair is another special project of the business programme. Its visitors actively left their CVs and had short interviews with professional HR specialists. In turn, employers also conducted express interviews in search of effective employees.

